



WARWICK TOWN COUNCIL

Court House
Jury Street
WARWICK
CV34 4EW
Tel: 01926 411694

Jayne Topham
Town Clerk

ECONOMIC & TOURISM COMMITTEE

MINUTES

18th SEPTEMBER 2019

Present:

Councillor M Ashford
Councillor PS Birdi (Chair)
Councillor Mrs L Butler (sub)
Councillor N Butler
Councillor Ms M Noone
Councillor J Tracey

Co-opted Members:

Mrs J Baldry (B & B), L Bartlett (Warwick Castle), Mrs S Butcher (Chamber of Trade),
M Ferguson (WDC Events), Mrs E Healey (Warwick Tourist Information Centre),
Mrs C Hodgetts (Warwick Society), A Klein (Warwick racecourse).

150. Apologies: The Mayor and Cllrs. S Cross, R Eddy & R Edgington – it was resolved to accept these apologies.

151. Declarations of Personal and Prejudicial Interests. None

152. Minutes of the meeting held on 5th June 2019

It was resolved to approve the minutes as a true record.

153. Town Centre Management

Update quarterly town meeting – this item was carried forward due to Cllr Edgington's absence.

Victorian Evening – Sue Butcher Chamber of Trade gave an overview of the planned event.

A- boards/stock display – Town centre - determine action to be taken.

Following a discussion, it was agreed that guidelines needed to be enforced. Concerns were raised around wheelchair access. It was resolved to take this item to the first meeting of the quarterly town meeting.

154. Plastic Free Campaign – Jo Ally to give an update – Jo was unable to attend but sent the following report:

We are close to submitting our application for plastic free status. There are 8 businesses to visit on Saturday which will get our Warwick quota. They are looking to submit the paperwork so that by the end of October we will have the award.

The Town Council need to start thinking about what PR and marketing we want to do for the town to raise awareness and celebrate success but also to leverage it to see if we get even more businesses involved.

The Town Clerk will contact CJ events to ask them to share their plans for plastic free status.

Warwick Castle advised that they have installed water refill points and Merlin Group are also looking to become plastic free in 2020.

Concerns were raised about the café at St Nicholas Park. They don't recycle and won't offer refill or reduce their single use plastic. I have spoken to WDC as they rent from them but also wondered if there is any pressure you can put on as well please?

155. #Buyin2Warwick – Sue Butcher advised that a meeting to start the Christmas campaign would be held shortly.

156. Visitors Information Centre

Manager Liz Healey sent a report – see appendix 1

Closure on a Sunday during the Winter months was discussed. Liz will look at website figures for this period and report back at the next meeting. Feedback requested from Co-opted members regarding the effectiveness of the Town Ambassadors.

Review usage/review workshop – TC advised of a positive first meeting – second meeting booked 16th October. In the meantime, we are meeting Conservation to review ability to advertise externally.

157. VE Day Celebrations Race Day 2020 - A Klein reviewed the VE day event 8th

May 2020. See appendix 2

Bernie Allen is co-ordinating a meeting to bring all events together in the District to avoid duplication. The Town Council has representation on these meetings.

158. Reports from Co-opted Members

Warwick Racecourse – A Klein advised that the Racecourse had been busy every Weekend over the summer. Race season starts next Monday about to start Warwickshire Food and Drink festival being held at the Racecourse – Parkrun will start shortly.

Warwick Castle – The footfall for this year has been affected by a change of marketing campaigns.

Digbeth Dining Club will be at the Castle again next weekend.
Dragon Slayer & the falcon display have been very positively received and they are reviewing bringing back the Ice rink over the Christmas period.

J. Baldry (B& B) reported that the bookings over the summer were good with all the events held in the summer. There has been very positive feedback from visitors about the events in the town.

159. Grant applications

Warwick District Council – Victorian Evening £2,425 - approved

Warwickshire Hearts - £1,904.40 – approved

Signed..... Dated.....